

FOMENT

VITI, WINE AND TOURISM
TECH REVOLUTION



PARTNERSHIP PROSPECTUS

FOMENT is powered by:



Flinders
University



NEW VENTURE
INSTITUTE



HYDRA
CONSULTING
GROWTH + EXECUTION

FOMENT [verb]:

to promote growth or development

to instigate or stir up



VITI, WINE AND TOURISM TECH REVOLUTION

VITICULTURE
WINE PRODUCTION
VALUE CHAIN
TOURISM
MARKETING



FOMENT IS...

Fostering the next generation of tech for the global wine sector.

Helping Australian and New Zealand tech companies to increase their competitiveness in the wine sector.

Growing technology developed in Australia and New Zealand into global markets.

Increasing the adoption of global technology by the Australian and New Zealand wine sectors.

MAKE AN IMPACT

By becoming a partner with FOMENT, you will support...

- Our continuous business **coaching** program for global technology businesses to accelerate their growth and adoption.
- Our annual start-up **Acceleration** initiative that integrates technology companies from around the world into the wine sector, supercharging both tech adoption and the growth of tech companies.
- Our annual wine industry **immersion** where we take startups on the road, meeting the producers, seeing the problems first hand and building their understanding of how they can make a real impact on the wine sector.
- Our newly launched technology **Incubator** that is designed to identify the Australia and New Zealand wine sector issues and help technology providers, whether mature companies or start-ups, to solve the big problems the sector faces.

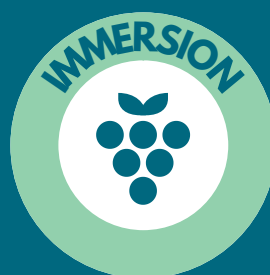
FOMENT PATHWAYS:



One-on-one mentoring and support from industry experts.



High growth intensive training.



Annual Regional Immersion.



Mentoring, training, and industry connections.

ACCELERATOR ALUMNI

So far, 24 Australian and international wine and tourism tech companies have completed the FOMENT Accelerator.

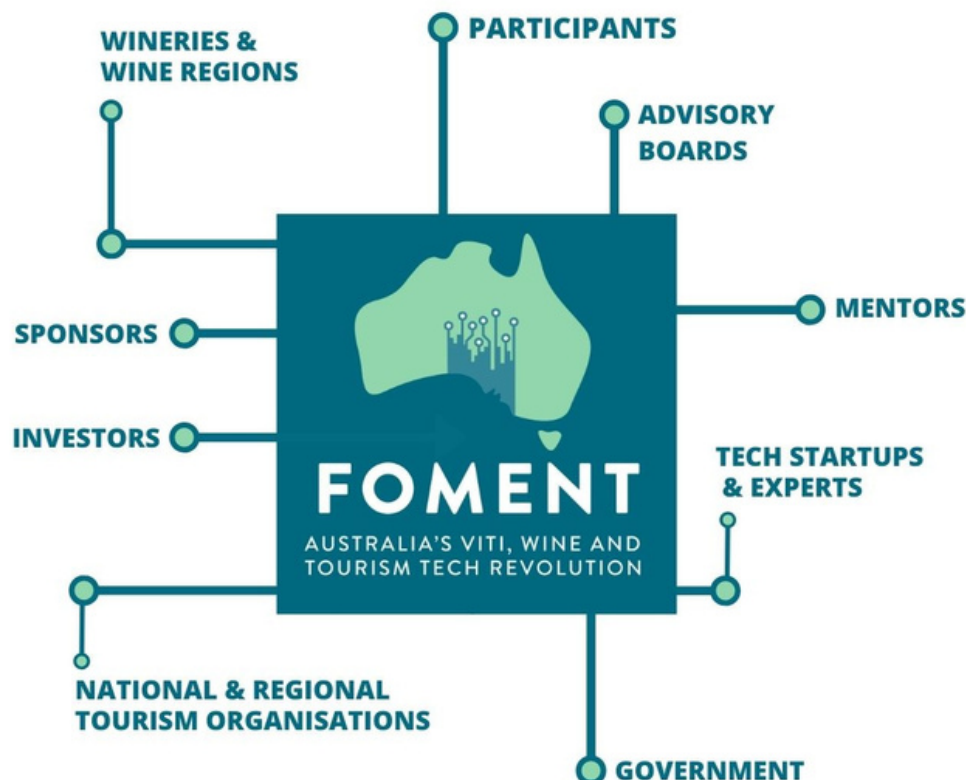
Companies were selected for the Program based on the level of innovation of their product or service, and its potential to strengthen and secure the future of Australia's wine industry, and the specific business growth challenges they wanted to work through during FOMENT.



ECOSYSTEM

FOMENT answers the need for better connection between technology solution developers and industry need or problem.

Our ecosystem of national and regional organisations, growers, wine producers, tourism operators, wine marketers, educators, logistics, equipment and services suppliers work together to actively support the uptake of technology that meets the needs of the industry. They help the start-ups, scale-ups and mature technology providers that we work with to change course when needed to more effectively meet the needs of the sector.



Advisors, coaches and mentors

Coaches and mentors are a critical part of FOMENT. Their role is to test participant ideas against their knowledge and expertise, connect companies with industry and provide guidance and to challenge their assumptions throughout the program.

They are selected from across the international wine and viticulture communities, with a focus on broad expertise, perspectives and experience.

VITICULTURE • WINE PRODUCTION • VALUE CHAIN • TOURISM • MARKETING

PARTICIPANT FEEDBACK

Each year, following the completion of FOMENT, the companies, mentors and Advisory Board are asked to provide detailed feedback



Participants who took the survey would participate in FOMENT again.



"Carla and Darren are very knowledgeable and passionate about the start up industry."

Chris Hogg, Titanium Thread



"FOMENT has opened doors to the Australian wine industry much faster than we could have done ourselves. The process has been seamless and easy as a participating company. (We) changed from all angles, on everything from our business model to how we think about scale. The facilitators, advisory board and program mentors were exceptional and I imagine, inaccessible without FOMENT."

Chris Braine, Cellr



We were exposed to high-level industry experts who provided thousands of dollars worth of free consulting. We are now not only able to pitch more confidently and successfully to international investors, ROVER has had a number of new leads from the wine industry.

Nick Carter, ROVER Journey

MENTOR FEEDBACK



Advisory board and mentors who took the survey would participate in FOMENT again.



"I can see that FOMENT will encourage and lead to the release of commercial solutions in new technology to assist the advancement of Australia's wine industry"

Warren Birchmore, Accolade Wines



"FOMENT adds an extra pathway to the system of innovation, moving it toward practice change outcomes. The depth of focus and specificity of the program in its deep sector focus was for me, surprisingly effective."

Paul Smith, Wine Australia



"Being a part of FOMENT has shown me the value that the program can bring to our wine and tourism industries - acceleration ideation and potential for new product development which brings the viticulturists/winemakers/tourism businesses into the process. This in turn helps the businesses to understand and grasp the benefits of rapid innovation. FOMENT will bring global best practice into the Australian industry."

Annabel Mugford, Barossa Grape and Wine

DELIVERY TEAM



Carla Dias Wadewitz

MBA Director - Flinders University

Carla has spent the last 10 years working with companies and start-ups across Europe, the USA and Asia, in health, manufacturing/industry 4.0, retail and tourism. She lectured in Entrepreneurship at some of Europe's top business schools and is currently leading the MBA program at Flinders University. Carla develops and delivers national and international acceleration programs to entrepreneurs, start-ups and SMEs. She has significant experience in investment banking and consulting to the South Australian Government and the United Nations.

LinkedIn <https://www.linkedin.com/in/carla-dias-wadewitz-3224202>

Email carla.diaswadewitz@flinders.edu.au



Dr. Darren Oemcke

Director - Hydra Consulting

Darren a partner at boutique management consulting firm Hydra and wine tourism business Invina, is Chair of Riverland Wine and adjunct in the Adelaide School of Wine Business. He is an engineer, business growth advisor and marketer with a strong focus in wine, agriculture and manufacturing, consulting to all sizes of business and government in Australia and internationally. He has mentored and advised start-ups in agriculture, education, marketing, clothing, AI, manufacturing and has co-founded and exited a data visualisation startup. He has an extensive background in commercialising R&D.

LinkedIn <https://au.linkedin.com/in/darrenoemcke>

Email darren@hydraconsulting.com.au



Shirley Fraser

Executive Officer - Wine Industry Suppliers Association

Shirley is a wine strategy professional. As an innovative problem solver, she draws on over 20 years of wine industry experience to facilitate business improvement that is relevant and effective for the organisation, brand and broader sector. Shirley is dedicated to unlocking the potential of each business she works with, whether global corporate, boutique, SME, family-owned or regional body. Cultivating their authentic stories and richness, innovation and causes, to build connections between brands in their route to market to achieve sustainable success.

LinkedIn <https://www.linkedin.com/in/shirley-fraser-1ab5a055/>

Email eo@wisa.org.au

DELIVERY TEAM



Colette Miels

Projects Coordinator - Hydra Consulting

Colette is FOMENT's project and community manager, bringing over 20 years' experience across Financial Services, Mining, Manufacturing and Agriculture, with a strong background in sales support and administration. At Hydra Consulting, Colette is responsible for supporting small and large projects including FOMENT, business analysis, wine exports, and greenfield and brownfield manufacturing projects in wine, advanced materials, and water management.

LinkedIn <https://www.linkedin.com/in/colette-miels-6b623282/>

Email admin@hydraconsulting.com.au



Elen Cuna

Marketing - Flinders New Venture Institute

Elen is a Marketing and Communications professional with 15 years of corporate experience in Australia and Brazil. Responsible for planning and executing all things marketing, with a special interest in digital marketing and content strategy. She is also the founder of Briefing Room, helping small businesses with their marketing strategy. After completing her Masters in Creative Industries, Elen moved to Adelaide nominated by the Supporting Innovation in South Australia program.

LinkedIn <https://www.linkedin.com/in/elen-cuna/>

Email elen.cuna@flinders.edu.au

STEERING COMMITTEE



Ron van Buuren (Chair)

Managing Director - Hydra Consulting

A 30 year veteran of the wine industry, Ron is co-founder and Managing Director of Hydra Consulting, which has built a reputation for developing effective strategy, building collaboration, supporting disruptive transformation, innovative training and exceptional project delivery. He delivers major infrastructure projects in the wine sector, including winery builds, packaging lines, process improvement and automation. His work includes mentoring leaders, shadow CEO/COO roles, business development support, strategy, digital disruption, customer engagement, and managing major infrastructure implementations.

LinkedIn <https://www.linkedin.com/in/ron-van-buuren-742a8a55/>



Verity Kingsmill

Director - New Venture Institute

Verity leads teams, build collegiality, drive effective collaboration, and thrives in environments where we can create progressive, best practice thinking about how best to lead into the future as well as in the present. She loves creating experiential, innovative and alternative practice, particularly at the moment in the higher education space, and the great opportunity to push presumptions in the way we do what we do.

LinkedIn <https://www.linkedin.com/in/veritykingsmill/>



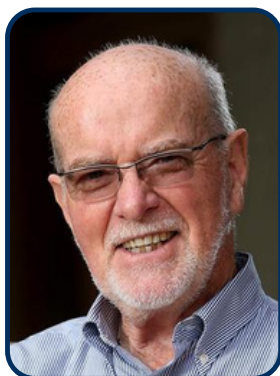
Jason Amos

Managing Director - Lallemand Australia

Lallemand is a global leader in the development, production and marketing of yeast, bacteria and specialty ingredients. Jason is an experienced Director with a demonstrated history of working in the wine and food production industry. Strong sales professional skilled in beverage fermentation, commercialisation of R&D innovations for wine, beer and cider production. Collaborative leader managing an international team and executing profitable business strategies globally.

LinkedIn <https://www.linkedin.com/in/jaamos/>

STEERING COMMITTEE



Peter Hayes AM

Wine Sector Strategy and Consulting

Working in the wine sector since 1986 and awarded a Merit of the Order of Australia (AM) for services to the wine industry, Peter Hayes has extensive experience across R&D, viticultural operations, irrigation sector, government and industry affairs. He has held roles as Director of Viticulture, Rosemount Estates, National Viticulturist and Industry Affairs Manager, Southcorp Wines and President and First Vice-president of the OIV (International Organisation of Wine and Vine). He is currently Independent Chair, Almond Board of Australia, President, Lien de la Vigne/VineLink and operates as an independent Wine Industry Strategist and Advisor with activity in Australia, the UK, China and India.

LinkedIn <https://www.linkedin.com/in/peter-hayes-54a5521b/>



Damien Griffante

Director Strategy and International Affairs – Australian Grape and Wine

After over 10 years of experience providing broad support for Australian wine industry engagement, policy and strategy, Damien now focuses on the trade and market access work of Australian Grape & Wine. Damien also manages the Australian Grape & Wine national advisory committees including the Wine Industry Technical Advisory Committee, Research Advisory Committee, Code Management Committee, Packaging Committee and the Wine Industry Market Access Group. The role takes on both a national and international perspective with core aspects including engagement and maintaining Australian wine's leading role in guiding strategic priorities across a number of forums including, World Wine Trade Group, OIV, Codex and APEC.

LinkedIn <https://www.linkedin.com/in/damien-griffante-70a94032/>

PARTNERSHIP PROSPECTUS

Be part of the revolution

We are seeking partners committed to driving technology advantage and uptake in viticulture, wine production, wine value chains, wine tourism, and marketing. FOMENT is an Accelerator, Incubator and pathway into the relationships that tech companies need to learn, grow and thrive. Your involvement makes each of our activities possible.

Are you part of a future-thinking organisation that's ready to join the revolution, stir up the status quo and help foster the next generation of wine-tech?

Principal Partner (\$30,000+)

We work alongside our Principal Partners in the development of the overall FOMENT program, they can choose to be involved in and influencing the planning and development of the program and actively helping us to grow the businesses. For investors and companies supporting the growth of our participants, we organise meetings and opportunity referrals from within and outside the FOMENT alumni. For regions, we can integrate in the region as best suits your needs.

You can be involved in pitch events, private pitches, participant selection, opportunities for demonstrations and involvement in industry activities such as identification of key industry problems and targeting of specific technologies for further development.

Partner (\$15,000+)

There are various opportunities for partners to be involved in FOMENT and working directly with the technology companies, linking specific tech businesses to your problems or having your team participate in the Incubator and/or Accelerator. Your team can also get involved in direct participation in the program as a mentors, coaches, feedback and educating participants.

Supporter (\$6,000+)

Supporters get involved in specific parts of the program including mentoring, coaching, providing pitch feedback, educating in their areas of expertise in the Accelerator and identifying and targeting specific technology to participate in our programs.

Details of the exposure packages are overleaf

PARTNERSHIP PACKAGES

Supporter \$6,000+

Promoted as leader in the Australia, New Zealand and international wine sector.

Logo recognition in marketing material as a Supporter: website, social media, program promotions to NVI, Hydra and WISA's national international databases.

Opportunities to mentor participants and be actively involved in Incubator and Accelerator programs.

Partner \$15,000+

Promoted as leader in the Australia, New Zealand and international wine sector.

Logo recognition in marketing material as a Partner: website, social media, program promotions to national international databases. Opportunities can be tailored.

Range of opportunities to mentor participants and be actively involved in Incubator and Accelerator programs.

Profile on FOMENT website (150 words approx.).

Invitation to pitch event.

Opportunity to participate in regional immersion.

Opportunity to host an Accelerator Bootcamp or events at your company.

Signage at all public events.

Principal Partner \$30,000+

Promoted as leader in the Australia, New Zealand and international wine sector.

Logo recognition in marketing material as a Principal Partner: website, social media, program promotions to national international databases. Opportunities can be tailored.

Range of opportunities to mentor participants and be actively involved in Incubator and Accelerator programs.

Profile on FOMENT website (200 words approx.).

Invitation to pitch event, opportunity to judge and keynote address at pitch day.

Opportunity to participate in or host part/all of regional immersion and for team to work directly with you or your region.

Opportunity to host several Bootcamps, sessions or events at your company or region.

2 staff can attend Accelerator as part of their development.

Prominent logo on all media releases and materials.

Signage at all public events.

Participate in problem identification and promotion of specific problems in calls for participants in Accelerator and Incubator.

Involvement in participant selection.

Each of these packages are examples of how we can work together, but we understand that not one size fits all. Talk to us about your specific needs.

Principal Partnerships can be tailored more specifically to meet the needs of regions.



FOMENT

